



13 Books That If You Haven't Read, You're Dead

1. **Differentiate Or Die**, *Jack Trout (2000)*
2. **Ogilvy On Advertising**, *David Ogilvy (1983)*
3. **The Power of Simplicity**, *Jack Trout and Steve Rivkin (1999)*
4. **Invisible Selling Machine**, *Ryan Deiss (2015)*
5. **The 22 Immutable Laws Of Marketing**, *Al Ries and Jack Trout (1993)*
6. **Tested Advertising Methods**, *John Caples (Rev. 1997 by Fred E. Hahn)*
7. **Positioning**, *Al Ries and Jack Trout (2001)*
8. **Youtility**, *Jay Baer (2013)*
9. **Reality In Advertising**, *Rosser Reeves (1961)*
10. **Words That Sell**, *Richard Bayan (Rev. 2006)*
11. **The Copywriter's Handbook**, *Robert W. Bly (Rev 1985)*
12. **Raving Fans – A Revolutionary Approach To Customer Service**, *Ken Blanchard and Sheldon Bowles (1993)*
13. **Write Like A Madman And Make Money Like Crazy**, *Alan L Tarr (2018 - Video Set)*